

SPEECH TECHNIQUES OF DISCREDITATION OF MARSHAL OF THE SOVIET UNION G.K. ZHUKOV IN MODERN MASS MEDIA

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Three groups of speech techniques of discreditation of marshal G.K. Zhukov in modern mass media are discussed in the article. These techniques include suggestion of lingvotoxin (word label, negative epithet, transformed nickname) into the consciousness of the addressee; removing the suspended assertion (statements about the state of another person, the method of pluralization, etc.); linguo-perverse image distortion (linguo-versatile inversion, shift of semantic accent when describing an event, selection of discrediting quotes). In total these techniques are used to create and / or maintain the black myth about marshal G.K. Zhukov as a man of cruel, not genial, vain, depraved and prone to profit.

According to the author's observations, informational attacks on Zhukov have been conducted since the beginning of the twenty-first century and they are the most frequent in the last two years. It is noted that attempts to form a negative-evaluative attitude to a heroic symbol can inflict cultural trauma on society as an experience that destroys historical memory and makes it vulnerable in an information-psychological war. The research results are important for those who are interested in the issues of national security of Russia.

Keywords and phrases: *information-psychological war; the fight against symbols; speech techniques of discreditation; linguo-toxins; suspended assertion; linguo-perversions; marshal G.K. Zhukov.*

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